



**Frederick County  
Government  
Frederick, Maryland**

# *News Release*

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## **Executive Jan Gardner Announces Branding Name & Slogan for New Business & Technology Cultivation Center**

FREDERICK, MD – County Executive Jan Gardner today announced an exciting branding name and slogan for the new Business & Technology Cultivation Center at 118 N. Market St. in Frederick that will help in fulfilling her vision to create jobs and encourage new business startups in Frederick County.

Through publicity, social media, a new website and word of mouth, the branding will position the center for success and ensure that it will become well known by the unique brand name “**Root**,” and tagline, “**Dig Deep. Cultivate Tomorrow.**”

“Just as private businesses have a brand so people know who they are and what they do, the partners in our Cultivation Center now have a special name that stems from growing people and their organizations,” explained Executive Gardner. “Today I am excited to unveil the building’s brand name and tagline because ‘Root’ is cutting edge, and the first of its kind. It is proof that Frederick County means business!”

A new technology incubator operated by the [Frederick Innovative Technology Center Inc.](#) (FITCI) will be on the first floor of Root, nurturing businesses. The [Frederick County Chamber of Commerce](#) has moved into its new headquarters on the second floor, firming up business relationships. The third floor of Root currently houses the [Frederick County Office of Economic Development](#), helping existing businesses succeed and encouraging new business opportunities.

By early 2018, construction is expected to be completed on FITCI’s new incubator, which will complement the existing incubator on Metropolitan Court. The incubator will include a variety of flexible work spaces that can evolve as entrepreneurs evolve and growth their businesses.

The branding process was guided by consultants at The Verve Partnership, and was a collaborative effort of all the center’s tenants, as they all share the same vision of “Root.”

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